



MULTIMEDIA SPECIALIST

The U.S. Mission in Canberra is seeking eligible and qualified applicants for the position of Multimedia Specialist within the Public Affairs Section.

Salary: A\$76,846 p.a. + superannuation benefits

All applicants must address the qualifications required detailed below with specific and comprehensive information supporting each item.

Incomplete applications will not be considered, so please review the how to apply instructions carefully.

1. Bachelor's degree in marketing, communications, public relations, international relations, social science, journalism, humanities, computer science, or information technology is required.
2. Four years of professional experience in the fields of photo and video production, information technology, advertising, marketing, or public relations of which one year experience must be in applying new media technologies is required.
3. Level IV (fluent) written and spoken English is required. This may be tested.
4. Must have a working knowledge of a variety of computer operating systems, software and hardware and be able to touch type at a speed of 40 words per minute is required. This may be tested.
5. Must hold a current unrestricted driver's license.

For instructions on how to apply, please refer to the [duties and responsibilities statement](#).

Forward letter, response to the selection criteria, and resume to the Regional Human Resources Office, via email to: usaembrhro@state.gov by Tuesday, May 3, 2016

Offers of employment are subject to medical and security clearances.

Note: Only short listed applicants will be contacted.

Duties and Responsibilities Statement

POSITION TITLE: MULTIMEDIA SPECIALIST

**POSITION GRADE LE- 8
(STARTING SALARY A\$76,846)**

DUTIES AND RESPONSIBILITIES

Basic Function of the Position

Under the overall supervision of the Information Officer (IO) and the immediate supervision of the Media Director, the Multimedia Specialist is responsible for sourcing and developing visual media, proactively implementing digital media strategy, and monitoring and reacting on various forms of social media. Serves as the Mission's official photographer and videographer. The incumbent collaborates with the Public Affairs media team and actively participates in the planning of social media content for public diplomacy programs, events, and Mission activities. Provides training to Mission personnel on visual diplomacy techniques and strategies. Provides visual and social media support for high level visits and other special circumstances. The incumbent may occasionally be required to work outside of normal business hours to perform regular duties.

Major Duties and Responsibilities

Visual media production and digital outreach

65%

Serves as the Mission's official photographer and videographer. Plans, directs, shoots, edits, produces and posts video and photography projects that support Mission goals and enhance outreach efforts to our target audiences.

With direction from the Media Director, incumbent is responsible for implementing electronic outreach activities, content for information delivery platforms, and collaboration tools that targets and enhances engagement between the Mission and Australians under 35. Enhances the production value of Mission events by providing audiovisual support such as public address systems, lighting and videoconferencing.

Reports results and outcomes to Washington through existing channels.

Social media tactics and reporting

30%

Under the direction of the Media Director, works with Public Affairs staff to prepare and carry out activities on social media platforms including social networking sites, forums, blogs, photo and video sharing sites, as well as the public website and other new and emerging technologies. The incumbent serves as a community manager and is expected to reply to comments and questions in a reasonable time frame, even outside business hours.

Develops contacts for the Mission through these platforms and in coordination with other Mission staff.

Using the interactive power of social media platforms, creates and maintains an Embassy presence that is informed by and amplifies Mission and United States Government (USG) policies and priorities.

Ensure Embassy interactions on social media are appropriate to the Australian media environment, current, relevant, and coordinated with the appropriate USG sources.

Makes recommendations to the Media Director, IO and Country Public Affairs Officer (PAO) for amendments to Mission social media strategy.

Works closely and collaboratively with the Electronic Media Coordinator to source and develop appropriate photos, images, graphics, and video in support of and for use on social media . In concert with the Media Director and Electronic Media Coordinator, ensures social media platforms are populated with well-planned, innovative and attractive digital content appropriate to the Australian environment.

With the Electronic Media Coordinator, monitors the web team mailbox for requests for updates and tracks public comment received through all electronic channels. Makes recommendations on digital and audiovisual equipment and tools for procurement.

Assists Electronic Media Coordinator in preparing monthly reports on online activity and interaction. Contributes information on social media interactions to other reporting. Alerts Mission offices of feedback on USG policies received via Embassy social media platforms. Coordinates with colleagues at the Consulates General to acquire and incorporate relevant information into reporting.

With the Electronic Media Coordinator, responsible for annual review of social media tools and platforms, which provides input to the Mission's public diplomacy plan.

Social media training

5%

Advises Public Diplomacy and Mission colleagues on unique Australian social media environments and on how best to capture appropriate imagery for use online. With support from the Media Director, periodically provides training for Mission personnel in the use of social media tools, video and photography equipment and editing tools.

Other duties as assigned.

Note: This positions description in no way states or implies that these are the only duties to be performed by incumbent. Incumbent will be required to perform other duties as assigned by the supervisor.

QUALIFICATIONS REQUIRED

All applicants **must** address each selection criterion detailed below with specific and comprehensive information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

1. Bachelor's degree in marketing, communications, public relations, international relations, social science, journalism, humanities, computer science, or information technology is required.
2. Four years of professional experience in the fields of photo and video production, information technology, advertising, marketing, or public relations of which one year experience must be in applying new media technologies is required.
3. Level IV (fluent) written and spoken English is required. This may be tested.
4. Must have a working knowledge of a variety of computer operating systems, software and hardware and be able to touch type at a speed of 40 words per minute is required. This may be tested.
5. Must hold a current unrestricted driver's license.

FOR FURTHER INFORMATION

The complete position description listing all duties and responsibilities may be obtained by contacting the Human Resources Office. Contact Michelle Mohr at 02 6214 5778.

SELECTION PROCESS

When qualified, applicants who are U.S. Citizen Eligible Family Members (USEFMs) and/or preference-eligible U.S. Veterans are given preference in hiring. Therefore, it is essential that these applicants make themselves known as having a hiring preference and specifically address the selection criteria above in the application.

HIRING PREFERENCE ORDER

- (1) AEFM / USEFM who is a preference-eligible U.S. Veteran*
- (2) AEFM / USEFM
- (3) FS on LWOP**

*** IMPORTANT:** Applicants who claim status as a preference-eligible U.S. Veteran must submit a copy of the most recent Member Copy Four (4) of the DD-214, Certificate of Release or Discharge from Active Duty, and, if applicable, a letter from the U.S. Department of Veterans Affairs. If claiming conditional eligibility for U.S. Veterans' preference, applicants must submit proof of conditional eligibility. If the written documentation confirming eligibility is not received in the HR office by the closing date of the vacancy announcement, the U.S. Veterans' preference will not be considered in the application process. Mission HR's decision on eligibility for U.S. Veterans' preference after reviewing all required documentation is final.

** This level of preference applies to all Foreign Service employees on LWOP.

ADDITIONAL SELECTION CRITERIA

1. Management may consider the following when determining successful candidacy: nepotism, conflict of interest, budget, and residency status.
2. Current OR employees serving a probationary period are not eligible to apply. Current OR employees with an Overall Summary Rating of Needs Improvement or Unsatisfactory on their most recent Employee Performance Report (EPR) are not eligible to apply.
3. Current NOR employees hired on a Family Member Appointment (FMA) or a Personal Service Agreement (PSA) are not eligible to apply within the first 90 calendar days of their employment, unless they have a When Actually Employed (WAE) work schedule.
4. The candidate must be able to obtain and hold a Sensitive but Unclassified security clearance.
5. Candidates who are EFMs, USEFMs, AEFM, or MOHs must have at least one year remaining on their sponsor's tour of duty to be considered eligible to apply for this position at the time of the announcement closing.

HOW TO APPLY

You **must** explain how you meet **all** of the requirements of the vacant position. Only those candidates providing specific and comprehensive information supporting each of the essential qualifications required of the job advertisement will receive further consideration for the position. Your job application **must** consist of the following documents:

Applicants must submit the following documents to be considered. Failure to do so may result in a determination that the applicant is not qualified.

- ✓ Universal Application for Employment (UAE) (Form DS-174), which is available on our website or by contacting Human Resources. (See "For Further Information" above);
- ✓ A current resume or curriculum vitae and;
- ✓ A document addressing the qualifications required with specific and comprehensive information supporting each item.

*NOTE: You **must** explain how you meet **all** of the requirements of the vacant position. Only those candidates providing specific and comprehensive information supporting each of the essential qualifications required on the job advertisement will receive consideration for the position.*

- ✓ (If applicable) Candidates must provide evidence of their eligibility to work in Australia by providing a copy of their work visa or permit, or residency.

INCOMPLETE APPLICATIONS WILL NOT BE CONSIDERED

ALL ORDINARILY RESIDENT (OR) APPLICANTS (See Appendix A for definition) MUST HAVE THE REQUIRED WORK AND/OR RESIDENCY PERMIT WITH ONE YEAR WORK APPROVAL TO BE ELIGIBLE FOR CONSIDERATION.

WHERE TO APPLY TO

Regional Human Resources Office

POC: Michelle Mohr

Email: usaembrhro@state.gov

Only electronic applications can be accepted.

EQUAL EMPLOYMENT OPPORTUNITY

The U.S. Mission provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs. The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

Appendix (DEFINITIONS)

Eligible Family Member (EFM): An EFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

U.S. Citizen Eligible Family Member (USEFM): A USEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at an office of the American Institute in Taiwan; and is under chief of mission authority; **or**
- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Appointment Eligible Family Member (AEFM): An AEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who

is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**

- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does **NOT** currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Member of Household (MOH): An individual who accompanies or joins a sponsoring employee, i.e., sponsor is a direct hire employee under Chief of Mission authority, either Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan. A MOH is an individual who meets the following criteria:

- (1) Not an EFM and therefore not on the travel orders or approved through form OF-126 Foreign Service Residence and Dependency Report of the sponsoring employee; and
- (2) Officially declared by the sponsoring U.S. Government employee to the Chief of Mission (COM) as part of his or her household and approved by the COM; and
- (3) Is a parent, grandparent, grandchild, unmarried partner, adult child, foreign born child in the process of being adopted, father, mother, brother, sister, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half-brother, or half-sister who falls outside the Department's current definition of Eligible Family Member 14 FAM 511.3. A MOH may or may not be a U.S. Citizen.

Not Ordinarily Resident (NOR) – An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.

Ordinarily Resident (OR) – An individual who meets the following criteria:

- A citizen of the host country; or
- A non-citizen of the host country (including a U.S. citizen or a third-country national) who is locally resident and has legal and/or permanent resident status within the host country and/or who is a holder of a non-diplomatic visa/work and/or residency permit; and/or
- Is subject to host country employment and tax laws.